MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

PMA0013 – MEDIA APPRECIATION

(All sections)

17 OCTOBER 2018
2.30 p.m. - 4.30 p.m.
(2 Hours)

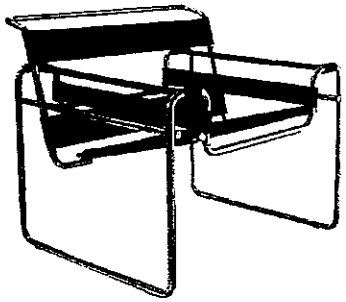
INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with 6 questions only.
2. Answer **FIVE** out of SIX questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

1. Please explain the meaning of Aesthetical beauty in Visual Art and give few examples as your references. (20%)

2. When you appreciating a piece of an art work, you evaluate the FORM, CONTENT and CONTEXT. Explain what does it meant by each of it. Give TWO examples to help with your explanation (20%)

3. Below is an image of Wassily Chair designed by Marcel Breuer in 1925, it marked the beginning of a new era in design that is modern-minded. Discuss the characteristic of MODERNISM through the Form and Context of this work. (20%)



4. Explain the difference between low art and high art? Explain which band of taste Graffiti art belongs to and why? (20%)

5. Give ONE example of a design produce, and explain its process of design from a mere idea to the final product. (20%)

Continued .....

6. What are the similarities and differences between designer and artist in term of producing an artwork or design? You can use the image below as references. (20%)

'I Have Nothing to Say and I'm Saying It'
*Poster designed by **Alan Fletcher***

*Pollock at Work, **Jason Pollock***

End of Page.